

WHAT WE HEARD

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Edmonton

RICE HOWARD WAY ENTERTAINMENT DISTRICT WHAT WE HEARD - FEEDBACK SURVEY

Downtown Vibrancy, Urban Planning and Economy

RICE HOWARD WAY ENTERTAINMENT DISTRICT - FEEDBACK SURVEY RESULTS

On June 1, 2024, Rice Howard Way between 100 Street and 100 A Street officially began operation as a designated Entertainment District (District). To support the new District, the City of Edmonton closed the roadway and provided programming in partnership with the Edmonton Downtown Business Association. Family friendly activities were scheduled each Saturday between June 1 to August 24, from 1 p.m. to 9 p.m. daily. This report covers the findings of a public survey conducted once the summer events had concluded. The feedback gathered about the Rice Howard Way Entertainment District 2024 will help the City shape what future Entertainment Districts could look like across the city.

BACKGROUND

The Government of Alberta enacted legislation through Bill 80 allowing municipalities to designate an Entertainment District in their city, with defined boundaries. The Entertainment District designation allows patrons to take their drink from a licensed establishment out into the defined district. The designation of an Entertainment District is formalized through a bylaw.

City Administration amended the Public Places Bylaw on May 14, 2024, so that an Entertainment District could be created on Rice Howard Way.

A survey was conducted from April 2 to 16, 2024 to inform the development of the Rice Howard Way Entertainment District, prior to the bylaw amendment being presented to City Council, the results of which can be found in the What We Heard Report linked below. Meetings were also held with local businesses and the Downtown Business Association.

- [Rice Howard Way Entertainment District What We Heard Report](#) (April 16, 2024)
- [Council Report - Bylaw 20814 - Entertainment District Bylaw](#) (April 16, 2024)
- [BYLAW 20814 PUBLIC PLACES BYLAW Amendment No. 18](#) (May 15, 2024)

HOW WE ENGAGED AND COMMUNICATED

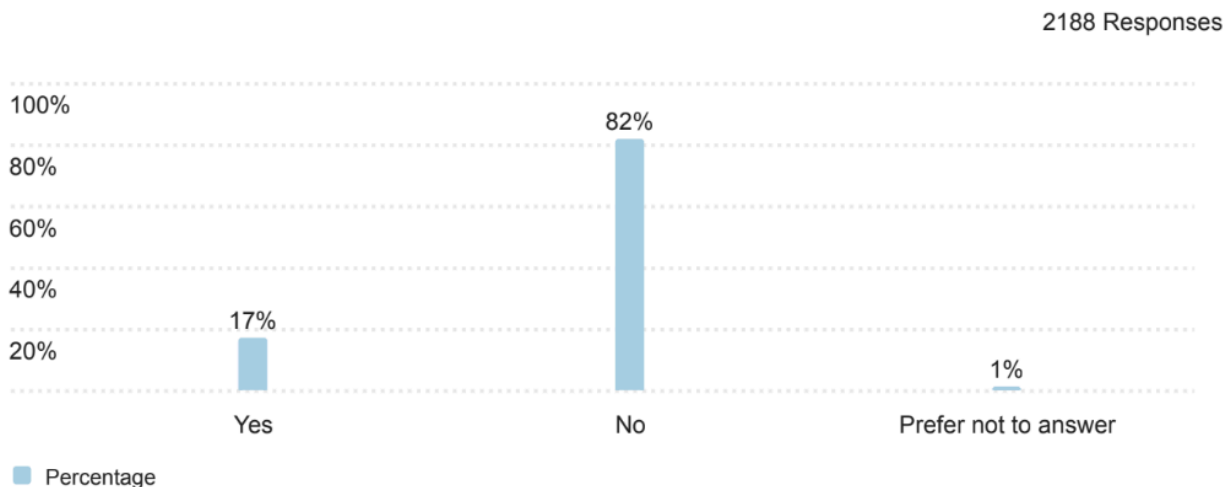
The Public Engagement Spectrum explains the four roles the public can have when they participate in City of Edmonton public engagement activities. As you move within the spectrum, there is an increasing level of public influence and commitment from the City and the public. The engagement for this phase falls within the **ADVISE** level of the spectrum: *The public is consulted by the City to share feedback and perspectives that are considered for policies, programs, projects or services.*

The project feedback survey was available online with an open link and circulated to the Edmonton Insight Community from October 7 to 21, 2024. The survey presented background information on the Rice Howard Way Entertainment District, a map of the Entertainment District from when it was operational and questions asking about respondents' experience with the Entertainment District. Demographic questions asked whether respondents live in Downtown Edmonton and asked their age.

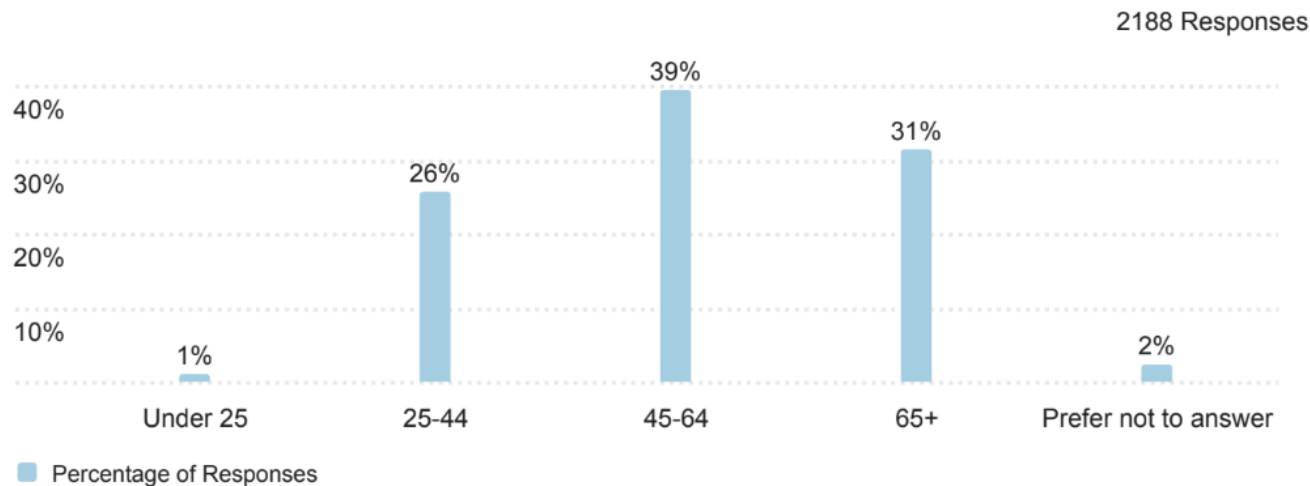
WHO WE HEARD FROM

We received 2,188 responses on the survey. The majority of the respondents do not reside in Downtown Edmonton and were aged 45 and over.

Q9 - Do you currently live in Downtown Edmonton?



Respondents' Age

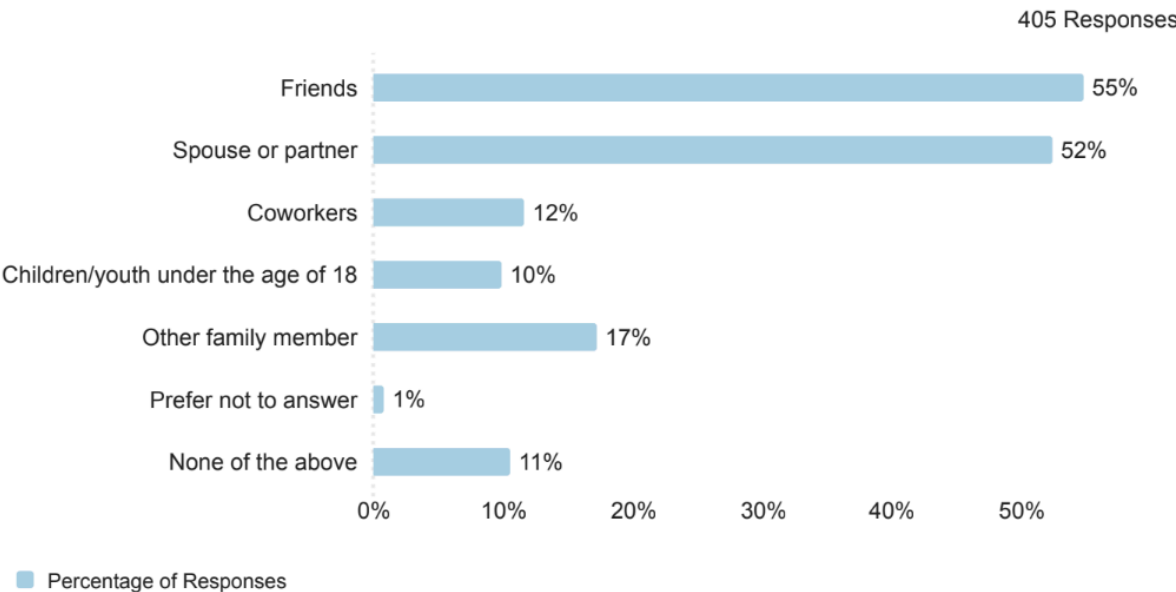


WHAT WE HEARD

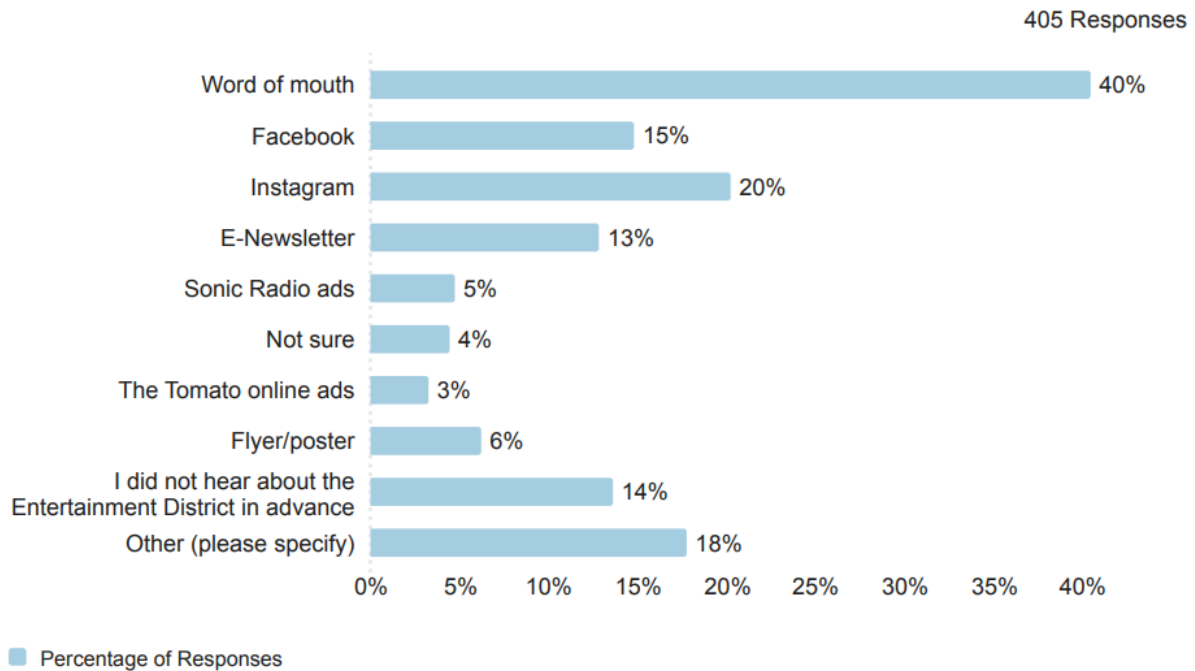
The survey results provided us with the following information.:

- 19 per cent of respondents indicated they had attended one of the Saturday events on Rice Howard Way.
- The dates attended by the most respondents were June 1, 2024, (12.3 per cent) and July 6, 2024, (13.8 per cent). 40 per cent of respondents were unsure as to which date they had attended.
- Respondents most commonly attended the Entertainment District with friends (55 per cent) or spouses or partners (52 per cent).

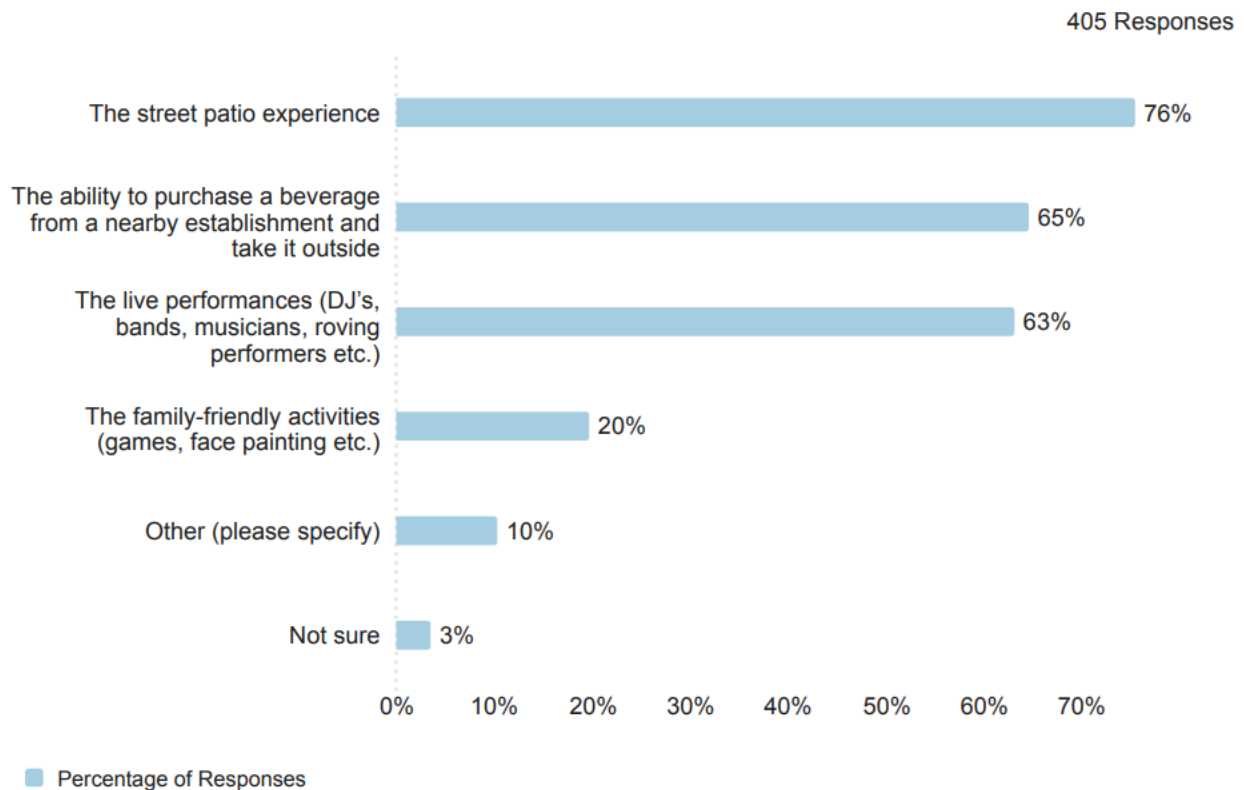
Q3 - Who did you attend the Rice Howard Way Entertainment District with? Select all that apply.



Q4 - How did you hear about the Rice Howard Way Entertainment District? Select all that apply.

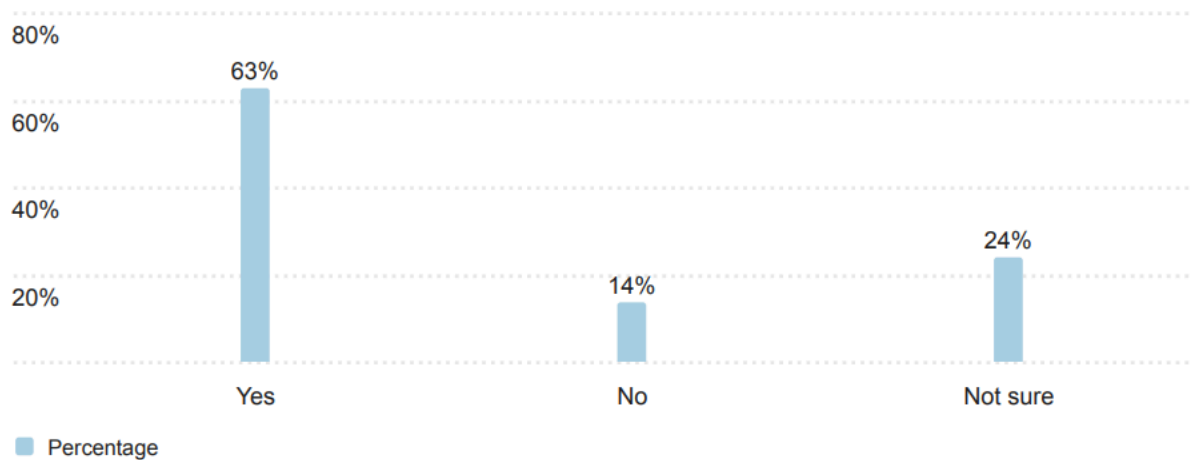


Q5 - What did you enjoy about your visit to the Rice Howard Way Entertainment District? Select all that apply.



Q6 - Would you like to see more Entertainment Districts in Edmonton?

2188 Responses



What would you like to see in future Entertainment Districts? (1,422 responses)

The responses to this open ended question yielded the following common themes:

- A variety of live music
- Family friendly activities
- Pedestrian friendly spaces
- More vendors
- More promotion of available activities and event dates
- Additional days of programming
- Easily accessible parking
- Safe and clean spaces

NEXT STEPS

- Work is underway to create a new Entertainment District on 104 Street between Jasper Ave and 104 Avenue
- An online survey has been completed and a Business Information Session will be held to connect with business partners on 104 Street and answer any questions they may have.
- Findings from that survey and the Business Information Session will inform the plans for a bylaw amendment to designate a second Entertainment District.
- A report will be presented to City Council with the goal of having the 104 Street Entertainment District in place by May 2025.

For questions or additional information, please contact downtown@edmonton.ca or visit edmonton.ca/Downtown.

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